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# The **BALL** Calendula

Vase of our  
**Ball's Gold**

Catalog No. 15

July-December, 1929

Winter-Flowering Sweet Peas  
**BALL Calendula — Double STOCKS**  
Florists' SNAPDRAGONS and other  
Flower Seed Specialties for Florists

**GEO. J. BALL, West Chicago, Ill.**

# Florists' Flower Seed Specialties

For 1929-1930

THE past few years the grower of Miscellaneous Cut Flowers has found his output of increasing interest and value. Whether this is a reaction in favor of a greater variety, or whether choicer strains of seed specialties are available, the fact remains that Flower Seed Specialties are increasingly in demand. Instead of limiting ourselves to Peas and Calendulas, as we formerly did, we find it pays well to grow a greater variety; not only because variety is in demand, but the numerous items can be made to fit into the various greenhouse situations that arise where only a few items are specialized in. As Cut Flower Growers and Dealers in the seeds we use, we are keenly interested in "all the best and nothing else." For the benefit of both these branches of our business we are carefully and continuously trying out varieties in all crops we are interested in, and while our findings might not agree with all conditions and demands, yet these trials enable us to discard decidedly poor kinds and take advantage of the good ones. The fact that an increasingly large number of growers are depending on us year after year clearly indicates that our position in the business of supplying flower seed to florists is an advantageous one.



**SERVICE.** WE REALIZE THAT OUR SUCCESS DEPENDS ON YOUR SUCCESS with our seed. It follows that it is to our interest not only to provide you with the best seed and varieties to be had, but to be of service to you in any growing problems in connection with the stock we sell you. We issue bulletins covering in considerable detail the growing of Early and Late Peas, Calendulas, Stocks, Asters and Miscellaneous Cut Flowers. We will gladly send you a copy of any in which you are interested.

**WRITE US!** If interested in information on growing any of the items we specialize in we want you to feel perfectly free to write us. We feel that our customers are entitled to this service and we can give it from the standpoint of a practical grower.

**DISCOUNTS.** All orders of \$5.00 or over are subject to a discount of 5% when remittance is enclosed with order. All open accounts are subject to a discount of 2% if paid within 10 days of date of invoice. If unpaid after 60 days all bills are subject to sight draft without further notice. If you are unknown to us or have no commercial rating CASH MUST BE ENCLOSED WITH ORDER. If you will submit satisfactory trade reference we will gladly accept your business on open account. All prices are figured to cover postage and insurance.

**SMALL ORDERS.** We gladly welcome and assure the same liberal attention to them that we give to large ones. In return we suggest that cash be enclosed to cover the additional cost of handling.

**"BETTER SWEET PEAS"** (By Geo. J. Ball).

A cloth-bound book that will cover in detail the commercial growing of the Early or Winter-Flowering type. This is an enlargement on the author's "Better Sweet Peas" published in 1918. It endeavors to cover all phases of the subject. This will be off the press in early autumn and we will gladly supply it at the publisher's price.



A House of Our Sweet Pea Ball Rose Grown By Us at Ball Gardens, West Chicago, Ill.

WHETHER you are a wholesale grower or plant a bed for retailing, the growing of inferior varieties of Sweet Peas, with so many fine new ones available, is clearly a mistake. We devote much time and greenhouse space to improving and testing varieties from all responsible raisers, and while our conditions and demands may differ from yours, when these trials extend over two or three seasons, as they do with new kinds before releasing them, they can generally be depended on.

## BALL ROSE

"The finest winter pea." A sparkling, dark rose color, with a long, graceful stem and very free-flowering. For pink, we grow this exclusively, finding it the most attractive market color. During the dark months, when the Zvolanek's Rose shade of pink fades, Ball Rose will be dark and attractive. When compared with Ball Rose, ordinary shades of rose will appear faded and dull. For our customers who wish to sow early we have a supply of seed ready for immediate shipment. Prices:  $\frac{1}{2}$  oz., 60c; 1 oz., \$1.00; 4 oz., \$3.00;  $\frac{1}{2}$  lb., \$5.50.

## This Season's Finest Winter or Early Peas

**(B) BALL ORANGE** The most glowing clear, deep orange among early Sweet Peas. It is without a trace of dark or uneven shading. Instead of fading under a strong sun, as do most orange varieties, the color of Ball Orange becomes deeper and brighter. This makes it particularly valuable during the bright spring months. Ball Orange received a Gold Medal at the S. A. F. Flower Show at Louisville, Kentucky. Stock ready for immediate shipment.  $\frac{1}{2}$  oz., 75c; 1 oz., \$1.25; 4 oz., \$4.00.

**(B) BALL'S BLUE** (Spencer) We have discarded the Unwin Type, as we find most of our customers prefer the Spencer form. This is a large, clear, even blue, extra free flowering because of its vigorous growth. This entirely replaces Blue Bird with us because of its evener color throughout the season, and because it is not so tall and soft in growth. Ready July 15.  $\frac{1}{2}$  oz., 50c; 1 oz., 75c; 4 oz., \$2.50.

**(B) BALL'S ROSE QUEEN** Originated and introduced by us. This is a cross between Zvolanek Rose and Rose Queen. It retains the bright color of Zvolanek's Rose, without its short stem, and the long, graceful stem and size of Rose Queen, with its free growth and flowering habit. The extra large flowers are a beautiful rose pink and finely waved. A first class commercial variety. Prices:  $\frac{1}{2}$  oz., 40c; 1 oz., 60c; 4 oz., \$2.00;  $\frac{1}{2}$  lb., \$3.50; 1 lb., \$6.50; 5 lb., \$30.00.

**SPRINGSONG** For great size, high, attractive color and fine, wavy form, this is one of the best of recent introductions. The color is a live, sparkling rose, with just enough salmon suffusion to greatly enrich the rose effect. While this is a valuable commercial color, it should not be grown as heavily as the clear rose. Prices:  $\frac{1}{2}$  oz., 60c; 1 oz., \$1.00; 4 oz., \$3.50;  $\frac{1}{2}$  lb., \$6.50; 1 lb., \$12.00.

**WHITE HARMONY** This is the very best we have in early-flowering white sweet peas. In addition to its fine size and long stem, it is a black-seeded white, which gives White Harmony an important and outstanding advantage over Snowstorm. All other black-seeded whites have too much dark shading to pass for clear white. Not only is the color of White Harmony practically clear, but it holds its fine, long stem to the end of the season. Because of its tendency to seed sparingly, as well as because of the strong demand for it every year since its introduction, the seed supply of White Harmony has been sold out before the season was over. There will be practically none available until the new crop is in, about July 15. Prices:  $\frac{1}{2}$  oz., 60c; 1 oz., \$1.00; 4 oz., \$4.00;  $\frac{1}{2}$  lb., \$7.75; 1 lb., \$15.00.

**GIANT ROSE** This new variety is well named, for we find it the largest of all the clear rose colors. It is more inclined to produce four flowers on a stem than any other variety we know of. Giant Rose is a strong, vigorous grower, with a heavy long stem. Prices:  $\frac{1}{2}$  oz., 40c; 1 oz., 75c; 4 oz., \$2.50;  $\frac{1}{2}$  lb., \$4.75; 1 lb., \$9.00.

**EARLY SUNRAY** (Morse) This is a brilliant, even, soft cerise, that shows up very effectively under artificial light. It also has an exceptionally long, graceful stem. Our trial of this the past winter convinces us that it is the season's outstanding new commercial variety.

**MRS. HERBERT HOOVER** (Burpee) This is an attractive clear shade of bright, even blue and an improvement on Blue Bird in that it is free of the dark shading of that variety, but possesses its fine long stem. Our trials of this the past season convince us that it is an outstanding one among the blues.

Prices on above two novelties: Pkt. of 20 seeds, 25c;  $\frac{1}{4}$  oz., 75c;  $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.25; 4 oz., \$7.50.

## Winter Peas

### “All the Best” Standard Varieties

WHILE improved varieties receive much of our time and attention, we fully realize the practical importance of the standard kinds to growers. The commercial and comparative value of every variety on this list is carefully considered and watched by us and such varieties as are clearly inferior are dropped. We try to describe these varieties “as they are” and while our growing conditions and markets may not be the same as yours, we feel sure that no inferior varieties will be found on this list.

#### Blanche Ferry Pink.

⑧ **COLUMBIA.** Originated and introduced by us, it has entirely replaced all early varieties in this color, which is a delightful combination of pink and white. Of extra strong growth, and for this reason it is two to three weeks later getting into flower than other early kinds.

#### Rose Pink.

**BALL ROSE, BALL'S ROSE QUEEN, GIANT ROSE AND SPRINGSONG** will be found on pages 1 and 2.

**ZVOLANEK'S ROSE.** Large, deep rose, with a fairly long stem. The color and size have made this a popular variety for many years. Ball's Rose Queen is larger and longer-stemmed, but not quite so strong in color. Our stock of Zvolanek's Rose is a carefully selected one.

**JEANNE MAMITSCH.** A very good deep rose selection from the old Rose Queen. This is extra long-stemmed and the flowers are fairly large.

**FAIR MAID.** Blush or light pink, too light for mid-winter flowering. Because of its long stem, large flowers and soft, pleasing color, we find it fine for planting late, to flower during the spring.

**LOUISE GUDE.** A very good free-flowering rose. Flowers are not large but because of its free-flowering habit it is still popular with some market growers.

**PINK CHEROKEE.** We find this the most attractive of the bright cream pinks, the pink being strong enough to give it cut flower value. Large-flowering and long-stemmed.

**SUPERIOR PINK.** Deep rose pink, slightly tinged salmon.

**MRS. CALVIN COOLIDGE.** This is a salmon pink with an orange suffusion, the mass effect of which we find decidedly attractive. It is freely produced on good stems, giving it decided commercial value.

#### Lavender.

**HARMONY.** Extra large, clear lavender, with fine growth and long stems. This is the standard lavender and is considered by most growers as the best in this very popular color.

**LAVENDER KING.** Not quite so large as Harmony, but free-flowering. A first-class commercial lavender.

**SWEET LAVENDER.** A fine, even lavender, with a fairly long stem. Does not grow nearly so tall as most kinds, and for that reason can be used where head room is limited.

**QUAKER LADY.** A soft or light lavender, slightly tinged violet. Very free-flowering.

#### Blue.

⑧ **BALL'S BLUE.** See page 2.

**BLUE BIRD.** A large, extra long-stemmed blue of extra strong growth. Develops a dark or mauve shading during the spring months.

**BLUE JACKET.** Rich, dark navy blue.

**SILVER BLUE.** A delicate lavender blue, with extra long, graceful stems.

**MRS. HARDING.** This is the famous Harding, or silver blue. Slightly tinged with rose, giving it a bright effect.

(Prices on all varieties listed above will be found on Page 5)

## Winter Peas

### “All the Best” Standard Varieties

(Continued from page 3)

#### White.

**WHITE HARMONY.** See page 2.

**SNOWSTORM.** The standard clear white-seeded white; of good texture and free-flowering habit.

**WHITE STAR.** A free-flowering black-seeded white. Though not as pure in color as White Harmony, its very free-flowering habit gives it value.

#### Orange and Salmon.

⑧ **BALL ORANGE.** See page 2.

**BURPEE ORANGE.** Clear, rich, light orange throughout the standard and wings. With a reasonable amount of bright weather, this color holds up well through the winter months and is particularly fine during the spring.

**MRS. KERR.** Rich, even salmon except during periods of excessively dark weather or extreme heat, this represents one of the most delightful colors in early peas.

**ELDORADO.** A rich salmon with an orange suffusion that does not easily fade or burn. A fine market color with a fairly long stem.

#### Scarlet and Cerise.

**VULCAN.** Bright orange scarlet, this is the most vivid color we have in early sweet peas. While it is not a strong selling color, no assortment of early peas is complete without it.

**EARLY BRIGHT LIGHT.** For brightness of color this is a distinct improvement on Vulcan.

**GRENADIER.** Brilliant poppy scarlet color, with an extra long, graceful stem. Both in color and stem this variety is sensationnally fine, but most markets do not care for a great deal of it.

**FLAMINGO.** Extra large, orange suffused with salmon rose. Produces fine, long stems, and is a good market color during the spring months.

**GORGEOUS.** Large salmon cerise with extra long stems, and vigorous growth.

**GLITTERS.** Fiery orange scarlet. A particularly strong color.

#### Miscellaneous Colors.

**CHEVALIER.** Extra large, bold, deep rose, with long stems. The full depth of this color can only be had in the spring, but we find it an attractive shade of deep rose throughout the winter months.

**GLORIOUS.** Clear rosy purple color. This is the best available in this color, which is not a good commercial one.

**YARRAWA.** In a list of “all the best and nothing else” this old variety is almost out of order, but we regularly receive calls for this long-stemmed rose and cream combination. We suggest Pink Cherokee in its place.

**AURORA.** This is a white and orange scarlet striped combination, the mass effect of which is decidedly attractive. The colors are not strong enough to show up well under our average winter conditions, but we find it distinctly valuable to plant after mums to flower in spring. For several seasons we gave up Aurora because of the seed rotting easily, as do the white-seeded ones, but since finding out that this rotting can be controlled by sowing seed in fairly moist soil and not watering until well up, we are again growing and offering a stock of it.

**HARLEQUIN.** Striped or flaked deep chocolate. Not to be grown in quantity, but we can recommend it as a striking novelty.

**MEADOW LARK.** This is the best clear cream we have, and while it has little commercial value, we occasionally receive calls for this color.

**“ALL THE BEST” MIXTURE.** This is a carefully balanced mixture of good standard named varieties, including a good proportion of choice light colors, and is suggested for the retail grower whose planting is limited.

(For prices on all above Standard Kinds see Page 5)

## Long-Stemmed PEAS

NATURALLY producing long stems is a valuable point in an early-flowering Sweet Pea. The variety Zvolanek's Rose produces an extra heavy stem but correspondingly short. Rose Queen, on the other hand, is extra long, slender and graceful. Most varieties run between these two extremes in this matter.

Our Ball's Rose Queen is a cross between Zvolanek's Rose and Rose Queen and, fortunately, has the Rose Queen stem. Rose Queen is also one of the parents of our new Ball Rose and this also is favored with a Rose Queen stem.

Ordinarily, it might be said that an extra strong growth is necessary to produce long stems. Peas sown in September, carried along cool until January or February, produce a very strong growth, especially on a ground bed, and will produce extra long stems. The reverse conditions on the other hand tend to harden the growth, which starts off with medium length stems that quickly shorten unless liberally watered and fed.



**WHITE HARMONY**  
As grown by us at Glen Ellyn, Ill. This is black-seeded pure white, extra large and long stem, overcoming all the weak points in Snowstorm. We are headquarters for seed of this variety. The past three seasons have proved that it is a poor seeder, and while we expect a good crop this season, we urge advance orders. \$1.00 per oz., \$15.00 per lb.

## PRICES on ALL EARLY or WINTER PEAS

	½ oz.	1 oz.	4 ozs.	½ lb.	1 lb.	5 lbs.
② <b>BALL ROSE.</b> Finest deep rose.....	\$0.50	\$1.00	\$3.00	\$5.50	\$10.00	\$45.00
② <b>BALL ORANGE.</b> Best orange.....	.75	1.25	4.00	7.75	15.00	.....
② <b>BALL'S BLUE.</b> Finest blue Spencer.....	.50	.75	2.50	4.50	8.00	.....
② <b>BALL ROSE QUEEN.</b> Finest rose.....	.40	.60	2.00	3.50	6.50	\$30.00
<b>SPRINGSONG.</b> Rose tinged salmon.....	.60	1.00	3.50	6.50	12.00	.....
<b>GIANT ROSE.</b> Largest rose.....	.40	.75	2.50	4.75	9.00	.....
<b>WHITE HARMONY.</b> Finest white.....	.60	1.00	4.00	7.75	15.00	.....
<b>MRS. HERBERT HOOVER.</b> Blue, Plt. 20 seed, 25c.....	1.25	2.25	7.50	13.75	25.00	.....
<b>SUNRAY.</b> Pkt. 20 seeds, 25c.....	1.25	2.25	7.50	13.75	25.00	.....
<b>AURORA.</b> Flaked orange white.....	.30	.50	1.75	2.75	5.00	.....
<b>BLUE BIRD.</b> Standard blue.....	.30	.50	1.50	2.75	5.50	\$25.00
<b>BLUE JACKET.</b> Dark blue.....	.25	.40	1.40	2.50	4.50	.....
<b>BRIGHT LIGHT.</b> Improved Vulcan.....	.35	.60	2.50	4.50	8.00	.....
<b>BURPEE'S ORANGE.</b> Standard orange.....	.35	.65	2.50	4.50	8.00	\$37.00
<b>CHEVALIER.</b> Dark rose.....	.30	.50	1.50	2.75	5.50	25.00
② <b>COLUMBIA.</b> Blanche Ferry pink.....	.30	.50	1.50	2.75	5.00	\$22.50
<b>ELDORADO.</b> Salmon orange.....	.35	.60	2.50	4.50	8.00	\$37.00
<b>FAIR MAID.</b> Light pink.....	.30	.50	1.50	2.75	5.50	\$25.00
<b>FLAMINGO.</b> Orange rose.....	.30	.50	1.75	3.25	6.00	.....
<b>GLITTERS.</b> Orange scarlet.....	.30	.50	1.50	2.75	5.50	\$25.00
<b>GLORIOUS.</b> Rosy purple.....	.25	.40	1.25	2.25	4.40	.....
<b>GORGEOUS.</b> Salmon cerise.....	.25	.40	1.25	2.25	4.40	.....
<b>GRENADEIER.</b> Poppy scarlet.....	.35	.60	2.00	3.75	7.00	.....
<b>HARLEQUIN.</b> Deep chocolate.....	.30	.50	1.75	2.75	5.00	.....
<b>HARMONY.</b> Standard lavender.....	.30	.50	1.50	2.75	5.50	\$27.00
<b>JEANNE MAMITSCH.</b> Long-stemmed pink.....	.35	.60	2.00	3.75	7.00	\$32.00
<b>LAVERENDER KING.</b> Rosy lavender.....	.30	.50	1.75	2.75	5.50	\$25.00
<b>LOUISE GUDE.</b> Good pink.....	.30	.50	1.50	2.75	5.50	\$25.00
<b>MRS. KERR.</b> Rich salmon.....	.35	.60	2.00	3.75	7.00	.....
<b>MRS. HARDING.</b> The Harding blue.....	.30	.50	1.50	2.75	5.50	.....
<b>MRS. COOLIDGE.</b> Fine salmon pink.....	.40	.75	2.50	4.50	8.00	.....
<b>MEADOW LARK.</b> Deep cream.....	.30	.50	1.75	2.75	5.00	.....
<b>PINK CHEROKEE.</b> Cream pink.....	.35	.60	2.00	3.75	7.00	.....
<b>QUAKER LADY.</b> Rosy lavender.....	.30	.50	1.50	2.75	5.00	.....
<b>SILVER BLUE.</b> Light blue.....	.30	.50	1.50	2.75	5.50	.....
<b>SNOWSTORM.</b> Standard white.....	.30	.50	1.50	2.75	5.40	\$25.00
<b>SUPERIOR PINK.</b> Deep rose.....	.30	.50	1.75	3.25	6.00	.....
<b>SWEET LAVENDER.</b> Not tall.....	.30	.50	1.50	2.75	5.50	.....
<b>VULCAN.</b> Bright scarlet.....	.30	.50	1.50	2.75	5.25	.....
<b>WHITE STAR.</b> Black seeded.....	.30	.50	1.50	2.75	5.50	.....
<b>YARRAWA.</b> Cream rose.....	.25	.40	1.30	2.50	4.75	.....
<b>ZVOLANEK'S ROSE.</b> Standard rose.....	.30	.50	1.75	3.25	6.00	\$27.00
<b>ALL "THE BEST."</b> MIXTURE.....	.20	.35	1.25	2.00	3.50	.....

# Late, or Summer Flowering Peas

**T**HIS is the original type from which the early-flowering kind were bred. The growth is very heavy and strong, and for this reason, it is preferred for outdoor growing. In the northern border states and Canada, where summers are comparatively cool, they can be sown outdoors early, and they will flower freely throughout the season. In the latitude of Chicago, they must be started early and planted as well-established plants about April 15. In the southern states, they are sown late in the fall, and after they are well through the ground, they can be carried through a considerable freeze by covering with any loose material that will prevent too much thawing and freezing. Nothing is more valuable than a covering of snow. With the early-flowering peas planted after Mums, or later, we use good colors of this late type, planting about eight or ten inches apart in the row. The late kind do not grow up with the earlies but branch freely at the base until the earlies are exhausted; then the late ones over grow them and produce heavily with us, through June. The varieties marked \* are the choicest cut-flower colors.

	½ oz.	1 oz.	4 oz.	1 lb.
*PINKIE. Finest commercial pink.....	\$0.40	\$0.75	\$2.50	\$8.00
*HEBE. The finest large rose pink.....	.15	.25	.75	2.50
HERCULES. Standard deep rose pink.....	.15	.25	.75	2.50
HAWLMARK PINK. Rose pink shaded Salmon.....	.15	.25	.75	2.50
ELFRIDA PEARSON. Clear light pink.....	.15	.25	.75	2.50
*MISS CALIFORNIA. Large salmon rose.....	.20	.35	1.25	3.00
YOUTH. Light Picotee pink.....	.15	.25	.75	2.50
MARGARET ATLEE. Large cream pink.....	.15	.25	.75	2.50
MRS. CUTHBERTSON. Pink and white; bicolor.....	.15	.25	.75	2.50
SUPREME. Soft, delicate pink.....	.20	.35	1.25	3.00
MARY PICKFORD. Fine cream salmon pink.....	.25	.50	1.50	4.00
*CONSTANCE HINTON. Best blackseeded white.....	.15	.25	.75	2.50
EDNA MAY IMPROVED. Large white-seeded white.....	.15	.25	.75	2.50
*AVALANCHE. Finest white-seeded white.....	.25	.50	1.75	5.00
*POWERSCOURT. Finest lilac lavender.....	.15	.25	.75	2.50
*AUSTIN FREDERICK IMP. Large rosy lavender.....	.15	.25	.75	2.50
HAWLMARK LAVENDER. Finest light lavender.....	.15	.25	.75	2.50
*BLUE BIRD. The finest clear blue.....	.15	.25	.75	2.50
MRS. TOM JONES. A very good blue.....	.15	.25	.75	2.50
COMMANDER GODSALL. Deep violet blue.....	.15	.25	.75	2.50
CRIMSON KING. Fine sunproof crimson.....	.15	.25	.75	2.50
ROYAL SCOT. Sunproof orange scarlet.....	.15	.25	.75	2.50
*CAMPFIRE. Sunproof deep scarlet.....	.20	.35	1.25	3.00
*ROYAL PURPLE. Large rich purple.....	.15	.25	.75	2.50
WARRIOR. Deep bronze maroon.....	.15	.25	.75	2.50
MATCHLESS. Clear deep cream.....	.15	.25	.75	2.50
DOREEN. Large rich carmine.....	.20	.35	1.25	3.00
“ALL THE BEST” MIXTURE. Of colors most wanted.....	.15	.20	.65	2.00



A Bed of Ball Mignonette as Grown by us at Glen Ellyn, Ill.

## BALL Mignonette

FOR years we have found a bed of well grown Mignonette a profitable crop. While the demand for it is not heavy, any cut flower business finds some of it a choice item. A light, well exposed raised bed or bench in a house that is kept down to 45 degrees nights will grow it to perfection. Seed should be started not later than August 1, either where it is to flower, or in pots, if the bed is not ready. It will not stand transplanting, and the seedlings will be promptly destroyed by green worms unless protected with a spray of arsenate of lead. With this spray we combine nicotine for aphis, which are also partial to them. We space them 10x12 and thin each hill to one strong plant. When six or eight inches high they should be topped. For the main crop we allow all side growth to develop and disbud them. For extra fine, long spikes, each plant should be limited to three or four growths. Timely supporting is very important, and when well grown, three tiers of wire and string are necessary, for it will reach a height of three feet. In common with most plants grown by us, we have been selecting Mignonette for many years, and the strain we are offering today under our name, we are sure, is very fine. It is lighter in color and the spikes are heavier than New York Market. It is also two to three weeks earlier. We do not hesitate to state that this is the most attractive cut flower Mignonette that is available.

We also have a carefully selected strain of New York Market. Both are priced at:  
Trade Packet, \$1.00;  $\frac{1}{4}$  oz., \$2.50;  $\frac{1}{2}$  oz., \$4.00; 1 oz., \$7.00.

# The BALL Calendula Standard of the World

WHEN well grown, disbudded BALL CALENDULA are a valuable crop during the months of December, January and February, because these are the months of lowest cut flower supplies and best prices. To be in crop during this favorable season, the seed should be sown not later than August 1. During the past season, the demand from all sections, including Europe, has greatly increased for our improved strain of the deep golden yellow known as Ball's Gold. This is the largest-flowered, long-stemmed variety we have. About July 20, of this season, we shall have an orange selection from this Gold that will have the same long stem and

fine flower. This will be known as Ball's Long Orange. About this same date we shall release our entirely new color, a rich brown apricot or straw color, to be known as Ball's Apricot. This has a rich dark brown center that contrasts strikingly well with the apricot color. With this will also be released a white selection, with the same rich, brown center and to be known as Ball's White. While the growth of the white selection is not so strong as is the regular Ball type, the contrasting colors will be found highly attractive. Our principal interest and concern is to maintain the high standard of our Ball Calendula and when better ones are to be had than those listed on the following page, "we will have them."

"ALL THE BEST" In Calendula Will Be Found In This List With Their Strong and Weak Points Clearly Set Forth. We are extensive growers of this crop under glass for cut flowers. Under these conditions all the characters of varieties are brought out, enabling us to breed up the fine range of colors we offer.



House of Ball Gold Calendula.

## Flower Seed Specialties For Florists

**(B) BALL'S GOLD.** We find this our most valuable variety, and the popularity of its rich deep gold color is increasing. It is extra long-stemmed, extra large and full-petaled. Through single plant selection, which began when this stock first appeared, we have developed a strain that is very nearly 100% true to color.

**(B) BALL'S ORANGE.** This is a large, deep, full-petaled flower of a glowing orange color. The growth is a trifle more compact than that of our Gold, but when grown on a deep ground bed the stems are amply long. On a raised bed, where the growth is more restricted, we prefer Ball's Long Orange.

**(B) BALL'S LONG ORANGE.** This is an orange selection we have developed from our Gold. It differs from our regular orange in the stems drawing up longer. The flower is quite large, but not quite so deep or rounded as our regular type. There will be no available stock of this until late July.

**(B) BALL'S SUPREME.** In our growing we find this the most profitable variety on our list. The color is a shade lighter than our regular orange and it has a finely contrasting dark brown center. The flowers are not quite so large as our other colors, but this is well balanced by a free-blooming habit. Under unfavorable conditions it is more inclined to come single than the other kinds. Supremely fine when well grown.

**(B) BALL'S APRICOT.** This is a rich apricot or straw color with the same dark center that we have in Supreme from which it is a selection. It has the Supreme growth and size of flower as well as free-flowering habit. This is an attractive addition to our standard market colors. We have grown it extensively the past three seasons and we are sure of its market value.

**(B) BALL'S WHITE.** This is a selection from our Apricot and it is close to clear white; with its dark brown center, this forms a strikingly fine combination of black and white. In growth this is not quite so strong as is Apricot. Ball's White will be found a valuable addition to our market colors.

**(B) BALL'S SENSATION.** This is strictly and purely a Ball Calendula. It was introduced last season by a California seed grower and it has also been sold under the name Campfire. The introducer describes its color as a combination of orange and scarlet. We find it identical in color and growth with our Ball Orange. According to our comparative trials, the flowers are flat or thin when compared with Ball Orange. For diameter of flower and length of stem, we find it very good. We shall have a supply of this from originator's stock by the end of July.

**RADIO.** This is an English development that we find bears out its description of having slightly quilled petals, adding some to its attractiveness. The flower is of medium size, of good depth, and clear orange color. It does not possess the Ball type of growth and it is therefore somewhat lacking in stem. Ready late in July.

Price on all the above Ball Calendula including Radio:

Trade Pkt., 50c;  $\frac{1}{4}$  oz., \$1.00;  $\frac{1}{2}$  oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00.

**BALL'S LEMON QUEEN.** We have a finely selected stock of this light or lemon yellow Calendula. For stem and size of flower it is very fine. Trade Pkt., 25c;  $\frac{1}{2}$  oz., 50c; 1 oz., \$1.00; 2 oz., \$1.50.

**NANKEEN.** This is a cream shaded apricot with a light pink flush.

**TRIANON.** This is an apricot shaded yellow with a dark center.

Where summers are not too hot, Calendulas make fine bedding plants and Nankeen and Trianon are fine for this purpose. The stems are too short for indoor cut flowers. Both Nankeen and Trianon are priced at:  $\frac{1}{4}$  oz., 25c; 1 oz., 75c.

## American Stocks for Cut Flowers



12,000 Square Feet of Stocks grown on single stem or close planting method at Ball Gardens, West Chicago, Illinois. The seed was sown February 1 in flats, transplanted March 10 in rows 7 inches apart and 3 inches in the row. The earliest kind were ready Mothers' Day. The photograph was taken June 2, 1928.

**B**ECAUSE of their fine long stems, good percentage of doubles and splendid range of colors, our American strains of stocks are rapidly becoming one of the leading American cut flower specialties. When we add to their good points the fact that they are in flower in three months from planting of seedlings, we appreciate their value especially for the growers of miscellaneous crops.

As extensive growers of Stocks for cut flowers, we appreciate the importance of strains that produce a high percentage of doubles, and the loss sustained with too many singles. In growing them according to our system of close planting on single stems, we find them decidedly more profitable than the plan of liberal spacing and topping. We also find that our percentage of doubles is considerably increased by removing the weak seedlings.

We issue a bulletin describing in detail the growing of Stocks. It is written from the practical growing standpoint and deals with all the important points you will be interested in. We will cheerfully send it to you gratis, on request.

We are trying out a new type of Stocks known as "Column" or Non-branching. They should be just right for our close planting if they are successful. We will let you know about them in next season's catalog.

# Flower Seed Specialties For Florists

THE following list is made up from extensive trials we conduct annually to determine "All the best and nothing else." Please remember that the Ten Week class is of compact growth and suitable only for bedding or pot plants. The kinds we find best and grow in quantity are starred (\*).

## IMPROVED BISMARCKS

A trifle earlier than the Nice or Perpetual and not quite so branched, making them more suited to our close planting method of growing. This is generally considered the most valuable class of Stocks we have.

- WHITE. Early clear white.
- \*ROSE. Very fine shade.
- LILAC. Rich lilac lavender.
- \*LAVENDER. Clear even color.
- CHAMOIS. Ivory tinted old rose.
- \*GOLDEN BALL. Clear ivory yellow.

PRICES ON ALL  
BISMARCK COLORS:  
 $\frac{1}{8}$  oz., 50c;  $\frac{1}{4}$  oz., \$1.00;  
 $\frac{1}{2}$  oz., \$1.75; 1 oz., \$3.00.  
BISMARCK MIXED:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
1 oz., \$2.50.

## PERPETUAL BRANCHING (GIANT PERFECTION).

A valuable group that produces fine long stems and is of strong branching habit.

- \*SNOWDRIFT. Fine clear white.
- LA FRANCE. Blush, nearly white.
- \*ROSE. A clear even shade.
- \*HEATHAM BEAUTY. Terra cotta rose, fine.
- MAY QUEEN. Fine dark lavender.
- \*EMPEROR AUGUSTA VICTORIA. Finest silvery lavender.
- SAPPHIRE. Strong dark purple.
- PRINCESS ALICE. Early white.

PRICES ON ALL  
PERPETUAL VARIETIES:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
 $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.50.  
PERPETUAL MIXED:  
 $\frac{1}{8}$  oz., 35c;  $\frac{1}{4}$  oz., 60c;  
1 oz., \$2.00

## BEAUTY OF NICE.

For long stems and branching habit this is a fine class.

- \*MONT BLANC. Clear early white.
- ALMOND BLOSSOM. White tinged rose.
- MONTE CARLO. Rich canary yellow.
- AURORA. Golden buff, fine.
- BELLE DE NAPLES. Fine old rose.
- SALMON KING. Strong salmon rose.
- \*BEAUTY OF NICE. Fine flesh pink.
- \*COTE D' AZURE. Light or lavender blue.
- SUMMER NIGHT. Deep blue or purple, early.
- SOUV. DE MONACO. Best crimson, late.
- \*AMERICAN BEAUTY. Deep rose pink.
- QUEEN ALEXANDRA. Rosy Lilac.

PRICES ON ALL  
NICE VARIETIES:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
 $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.50.  
NICE MIXED:  
 $\frac{1}{8}$  oz., 35c;  $\frac{1}{4}$  oz., 60c;  
1 oz., \$2.00

## TEN WEEKS' STOCKS

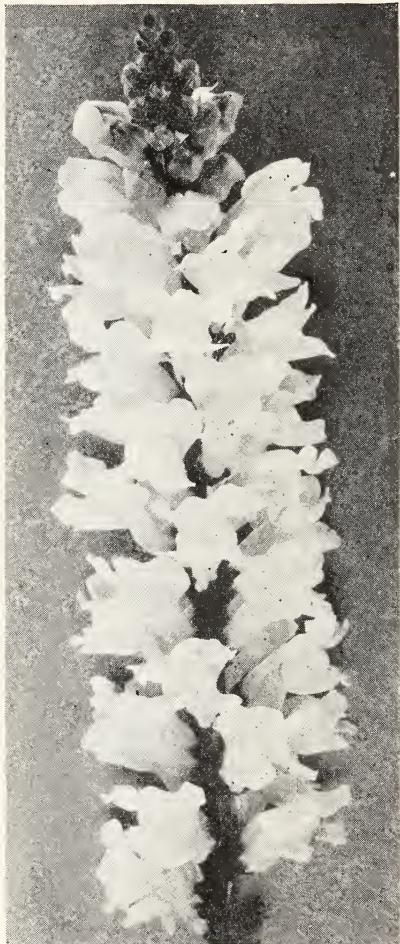
This class is of compact branching habit and for this reason is ideally suited for pot plants or bedding and not for cut flowers. They produce a high percentage of doubles. We find the following the choicest:

- BLOOD RED.
- CANARY YELLOW.
- CARMINE PINK.
- DEEP ROSE.
- LAVENDER.
- PURPLE.
- WHITE.

PRICES ON ALL  
TEN WEEKS COLORS:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
 $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.50.  
TEN WEEKS MIXED:  
 $\frac{1}{8}$  oz., 35c;  $\frac{1}{4}$  oz., 60c;  
1 oz., \$2.00

# Fine Snapdragons

AT OUR Glen Ellyn Greenhouse plant, the past season, we made an extensive test of varieties from all sources, with some interesting results. While we find that some varieties come quite true under field conditions and that field-grown seed averages better for germination, the result of our trials compels us to state that, from nearly all sources, greenhouse-grown seed is more dependable for trueness to color—though necessarily higher-priced. However, we are glad to note that we are receiving truer stock from California every season and that some varieties, as will be noted, come to us quite dependably true at this time. Well-grown Snapdragons are an increasingly valuable crop throughout the Winter and Spring months. Selecting suitable varieties is important. On this and the following page, we have tried to list "**All the best and nothing else**" in Florists' Snapdragons for cut flowers.



New Snapdragon "Majestic Twilight"

**NEW SNAPDRAGON MAJESTIC TWILIGHT.** This is the largest flowering variety we have and belongs to a new group known as Maximum Compactum. The individual flowers are larger than the Maximums, while the compact growth produces medium long stems with flowers closely set and well placed. The color is a rich golden terra cotta with a few darker shades. The general effect is a most attractive one and when this is combined with its very large flowers, we have found it valuable. We received a certificate of merit for MAJESTIC TWILIGHT from the Commercial Flower Growers of Chicago and the Chicago Florist Club.

**Trade Packet: \$1.00; 3 pkts., \$2.50; 5 pkts., \$4.50.**

## WITTERSTAETTER'S NEW AFTERGLOW.

From what we have seen of the color of this new Snapdragon, we are convinced that it is a supremely fine golden bronze. It received the highest awards at recent National Shows. One of the finest veterans in the trade originated and stands behind it. Originator's Trade Pkt., \$2.00; 3 pkts., \$5.00.

## Standard GREENHOUSE Snapdragons

THE following varieties represent, according to our experience, the finest American Snapdragons. All the seed of these varieties is carefully grown by the specialists who originated them.

		1 Pkt.	3 Pkts.	5 Pkts.
<b>CHEVIOT MAID.</b>	Very fine early rose pink.....	\$1.50	\$4.25	\$7.25
<b>LAURA.</b>	Deep glossy rose pink.....	1.50	4.25	7.25
<b>JENNIE SCHNEIDER.</b>	Finest light rose pink.....	1.00	2.50	4.50
<b>PHILADELPHIA PINK.</b>	A standard rose pink....	1.00	2.50	4.50
<b>GLORIA.</b>	Fairly dwarf, clear pink.....	.75	2.00	3.00
<b>HELEN.</b>	Beautiful salmon pink.....	1.00	2.50	4.50
<b>CEYLON COURT.</b>	The finest canary yellow....	2.00	5.40	8.60
<b>IMP. SUNBURST.</b>	Color of sunburst rose.....	1.50	4.25	7.25
<b>ROMAN GOLD.</b>	Golden yellow tinged pink.....	1.50	4.35	7.35
<b>PENN ORANGE.</b>	Tangerine orange.....	1.00	2.50	4.50
<b>WHITE ROCK.</b>	Finest long stem white.....	1.00	2.50	4.50
<b>PURITY.</b>	Finest medium long stem white.....	.75	2.00	3.00
<b>ORLANDO.</b>	The best bronze.....	1.00	2.50	4.50

THE following are the best among the standard kind. They are grown for us in California and only those that come at least fairly true to color are listed by us. The few rogue colors you might find in some will all be good cut flower colors. All the following belong to the Nanum Grandiflorum class and this group includes only the standard cut flower kinds.

		Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
<b>PENN ORANGE.</b>	Fine orange.....	\$0.50	\$3.50	.....
<b>HARMONY.</b>	Terra cotta shaded rose.....	.25	.75	\$2.00
<b>GOLDEN QUEEN.</b>	Fine deep yellow.....	.25	.50	1.75
<b>CLIMAX.</b>	Orange and gold.....	.25	.50	1.75
<b>EMPRESS.</b>	Rich velvety crimson .....	.25	.75	2.50
<b>FAWN.</b>	Terra cotta and yellow.....	.25	.75	2.25
<b>GLORIA.</b>	Deep rose.....	.25	.50	1.75
<b>NELROSE.</b>	Standard rose pink.....	.50	.75	2.50
<b>PHILADELPHIA PINK.</b>	Standard cut flower rose	.50	.75	2.50
<b>SILVER PINK.</b>	As named.....	.50	.75	2.50
<b>PURITY.</b>	Clear white.....	.50	.75	2.50
<b>WHITE ROCK.</b>	.....	.50	1.00	3.50

**G**IANT OR MAXIMUM TYPE. This is a strong-growing, new group producing 5 to 6-foot stems under greenhouse conditions. They do not come quite as true to color as the others, but rogue colors that do appear will all be found good salable ones.

		Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
<b>CANARY BIRD.</b>	Rich canary yellow.....	\$0.35	\$0.75	\$2.50
<b>CATTLEYA.</b>	Beautiful rosy lilac.....	.35	.75	2.50
<b>THE ROSE.</b>	Strong deep rose pink.....	.35	.75	2.50
<b>ORCHID.</b>	Beautiful mauve pink.....	.35	.75	2.50
<b>RUBY.</b>	Glowing or ruby red.....	.35	.75	2.50
<b>COPPER KING.</b>	Bronzy copper.....	.35	.75	2.50

# PANSIES

THE past season we devoted a 200-foot bed to trials of every promising strain of pansies available. Our definite conclusions are that the very highly bred strains are not inclined to be quite so early or free-flowering as strains not selected so close. We find Steele's Mastodon Greenhouse Special a very good all-around strain, being especially early and productive, and for this reason we recommend it particularly to sow in the fall for spring plant sales. Steele's Masterpiece mixed we find a trifle darker, well frilled, and large and fine for cut flowers. The finest showing was made by the Swiss Giants. Though not so free and early, we marketed very fine flowers from this strain for Decoration day, while nearly all others were quite small. We believe the three strains mentioned will cover most requirements where a mixture is wanted, and most pansies are generally wanted in this way. For a fine, deep yellow we find Steele's Golden Gate Yellow the best. A few dark shades will break out, but fully 90% are a good deep shade. For a clear blue we find Beaconsfield very uniform and fine. For cut flower purposes pansies should be sown early, grown along in a partially shaded frame, and planted indoors following a bed of early mums. They are not profitably planted indoors earlier, for under no conditions will they flower freely during November and December except where these months are brighter than in the northern states. For winter cutting it does not pay to run them colder than 45 degrees nights.

	Tr.	Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.	2 oz.
SWISS GIANTS.....		\$1.00	\$1.85	\$3.50	\$6.50	\$12.00	\$22.00
STEELE'S MASTODON Gr. Hse. Special.....	.75	1.00	1.75	3.25	6.00	11.00	
STEELE'S MASTERPIECE MIXED.....	1.00	1.50	2.75	5.25	10.00	18.00	
STEELE'S MIRACLE MIXED.....	1.00	1.50	2.75	5.25	10.00	18.00	
STEELE'S GOLDEN GATE YELLOW.....	1.00	1.50	2.75	5.25	10.00	18.00	
BEACONSFIELD BLUE.....		.25	.30	.50	.85	1.60	3.00

## SCHIZANTHUS WISETONENSIS

This is a valuable annual especially for the retail grower, and we know of nothing easier to handle. For Christmas flowering, sow seeds in September and shift on in pots, flowering in 4-inch, and pinch back about November 1. For later flowering, shift in larger pots and keep pinched; in this way large specimens are produced for Spring flowering. They can also be sown out in a bed after Mums for Spring cut flowers. Must be grown in cool house.

	Pkt.	$\frac{1}{4}$ oz.	1 oz.
GRANDIFLORA "EXQUISITE MIXED".....	35c	50c	\$1.50
GRANDIFLORA "ROSE AND AMBER SHADES".....	35c	75c	2.50

## MYOSOTIS BLUE BIRD

We find this the most attractive in color and stems of all the strains of forget-me-not. This is an item of value for either the market or retail grower. Its cultural requirements are much the same as those for the pansies. Trade Packet, 50c;  $\frac{1}{8}$  oz., \$1.25.



## Valuable Flower Seed Specialties

**ANNUAL LARKSPUR.** For both indoor and outdoor growing this type is a distinctly valuable cut flower. They are long-stemmed, colorful flowers and easily grown.

**STOCK-FLOWERED OR TALL BRANCHING.** This is the type so largely grown for cut flowers. Indoors it should be planted about 12 inches apart and topped when 6 to 8 inches high. We find the choicest colors to be: **EXQUISITE PINK IMPROVED.** Nearly 100 per cent true to the old Exquisite color. We find this identical with the variety sold as LaFrance. Trade Pkt., 50c; 1 oz., \$1.50.

The following are the standard colors: Newport Pink, Dark Blue, Lilac, Rosy Scarlet, Sky Blue, White. All the above standard kind priced at:

Trade Pkt., 25c; 1 oz., 75c. **MIXED, ALL COLORS,** Trade Pkt., 15c; 1 oz., 50c.

**GIANT HYACINTH-FLOWERED IMPROVED.** This is the non-branching type, producing but one long handsome spike. This should be planted 4 or 5 inches apart and not topped. The following are the standard colors: Dark Blue, Lilac, Pink, Purple and White and are priced at: Trade Pkt., 25c; 1 oz., 90c.

**CANDYTUFT.** **GIANT HYACINTH-FLOWERED WHITE.** This is a greatly improved selection of the variety Empress. Extra large-flowering and pure white. A valuable strain for cutting. Priced at: Trade Pkt., 25c; 1 oz., 75c; 4 oz., \$2.25.

**CANDYTUFT UMBELLATA.** This is the popular colored Candytuft and is largely used for spring flowering. We find it especially valuable for following early planted Calendula and Peas that are cleared by March 1. The following are the choicest colors:

	Tt. pkt.	1 oz.
<b>ROSE CARDINAL</b>	\$0.25	\$0.75
<b>CARMINE</b>	.25	.40
<b>LAVENDER</b>	.25	.50
<b>WHITE</b>	.25	.40
<b>LILAC</b>	.25	.40
<b>FLESH PINK</b>	.25	.40
<b>CRIMSON</b>	.25	.40
<b>MIXED</b>	.20	.25

**GYPSOPHILA ELEGANS.** (Paris Market Type). This is the popular large, pure white annual type so largely used with cut flowers. To insure free flowering under glass, this must be grown under conditions that restrict the growth, such as, in a shallow flat or in poor soil. To insure a steady supply, sowings should be made at 2 to 3 week intervals. 1 oz., 25c; 4 oz., 75c; 1 lb., \$1.50; 5 lbs., \$5.00.

**GYPSOPHILA PANICULATA, FL. PL.** Double Snow White: This is the hardy perennial type of Gypsophila. The proportion of good doubles varies from 60-75 per cent: while the individual flowers are not so large as the grafted stock, it is so much finer than the old single type that it has completely taken its place. Trade Pkt., 50c;  $\frac{1}{8}$  oz., \$1.00;  $\frac{1}{4}$  oz., \$2.00;  $\frac{1}{2}$  oz., \$3.25; 1 oz., \$3.00.

**CENTAUREA CYANUS. DOUBLE CORNFLOWER.** Easily grown, long-stemmed, and a fine crop to follow mums. We find the demand calls for not less than three-quarter of the dark clear blue, though the rose is a fine color. Four best colors are Blue, Rose, Carmine, and White.

Priced at: Trade Pkt., 25c; 1 oz., 40c; 4 oz., \$1.50; 1 lb., \$4.50.

**CENTAUREA IMPERIALIS. SWEET SULTAN.** Not so easily grown as the Cyanus type because of its tendency to rot out. For this reason it should be watered carefully and only when necessary. The thistle-like flowers of this type are very attractive and well worth some extra effort to produce them. Available in the following colors—most of them are somewhat variable.

	Tr. pkt.	1 oz.
<b>AMARANTH RED</b>	\$0.30	\$1.00
<b>BRILLIANT ROSE</b>	.25	.75
<b>DEEP LAVENDER</b>	.25	.75
<b>DELICATE LILAC</b>	.25	.75
<b>ROSE</b>	.25	.75
<b>WHITE</b>	.25	.75
<b>MIXED</b>	.20	.60

# GEO. J. BALL — WEST CHICAGO, ILL.

**LUPINUS HARTWEGII.** This is the annual lupine and it is a very choice cut flower crop but the watering must be carefully managed for they are inclined to rot. For an early crop the seed should be sown early in July, grown on in 2-inch pots and planted September 1 in a house that is held up to 50 degrees nights. We use two plants in a hill and space the hills 8 x 8 inches. After each plant produces a fine spike, a shorter stemmed crop will break out from the base. They should be grown on raised benches to encourage drying out and root activity. The following are the choicest cut flower colors:

Sky Blue, Dark Blue, Bright Rose, White.

Prices: Trade Pkt., 15c; 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.00.

**DIDISCUS CÆRULEA.** (BLUE LACE FLOWER). One of our choicest lavender blue annuals and of particular value during mid-winter. For flowering at this time it should be sown early in the summer. For an early spring crop sow January 1. We space it close as we do Candytuft.

Price: Trade Pkt., 25c; 1/4 oz., 35c; 1 oz., \$1.20.

## CULTURAL NOTES

For our customers who are not familiar with our various specialties we issue bulletins on the following subjects: Early or Winter Peas, Late or Summer Peas, Ball Calendula, Stocks, Asters and Miscellaneous Cut Flower Crops. The growing of each crop is covered with some detail—you might receive some suggestions from them. If we can be of further help to you along these lines, let us hear from you.

## Hardy Perennial Specialties

**AQUILEGIAS (COLUMBINE).** This is a valuable, hardy perennial that is not as fully appreciated as it should be. While the flowers are a little soft for long shipping, they are a distinctly valuable cut flower for the retail grower and for forcing. They are also valuable and in demand as hardy perennial plants. If sown in July, the plants should become strong enough to winter over in our latitude. The very finest strain is:

### SCOTT ELLIOTT HYBRIDS

These are long-spurred and come in a mixture of beautiful shades and combinations of colors. The stock we are offering is grown and selected for us under our personal supervision and we know that a finer strain cannot be had. We have a supply of freshly harvested seed to offer.

Trade Pkts., 50c; 1/4 oz., \$1.25; 1/4 oz., \$2.00; 1/2 oz., \$3.50; 1 oz., \$6.00.

**SHASTA DAISY ALASKA.** We have a particularly fine uniform strain of this popular perennial. Trade Pkt., 50c; 1/2 oz., \$1.25; 1 oz., \$2.00.

**GAILLARDIA PORTOLA HYBRIDA.** The flowers of this new type are of extra size, with a double row of petals that adds a semi-double effect, giving them a full effective appearance. The color is a brilliant scarlet, with each petal heavily tipped golden-yellow. Hardy Gaillardias being an important cut flower item we give it particular attention and we are sure this is the most valuable variety available.

Trade Pkt., 50c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00.

**GAILLARDIA GRANDIFLORA "DAZZLER".** This is a decidedly improved strain of Gaillardia with a maroon red center bordered yellow. Trade Pkt., 50c; 1 oz., \$1.00.

**COREOPSIS LANCEOLATA.** Fine golden yellow single flowers for cutting.

Trade Pkt., 25c; 1 oz., 40c; 1 lb., \$3.50.

**DOUBLE FLOWERING COREOPSIS.** A semi-double form of Coreopsis and we find this adds some to its value.

Trade Pkt., 25c; 1/4 oz., 35c; 1/2 oz., 60c; 1 oz., \$1.00; 1 lb., \$10.00.

**DELPHINIUM BELLADONNA IMPROVED.** This is by far the most valuable of all perennial delphiniums for cut flowers because of its clear delightful light blue. If carefully handled, especially in watering, this is a very profitable perennial for forcing.

Prices: Trade Pkt., 50c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00.

**DELPHINIUM BELLAMOSUM.** This is a dark blue form of Belladonna. Trade Pkt., 50c; 1/4 oz., 85c; 1/2 oz., \$1.50; 1 oz., \$2.50.

**HYBRID DELPHINIUMS. GOLD MEDAL STRAIN.** Somewhat later flowering and produces heavier spikes of flowers. The colors are varying shades of blue. For rich coloring and size of flowers this is a very choice strain.

Trade Pkt., 25c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.00.

# Steam Sterilizing Soil

THIS photograph was taken at Easter and represents our Ball Rose in a steam sterilized bed (right) and an unsterilized check bed (left) which the photograph does not clearly show. We can get it to you more interestingly with production figures. The sterilized row produced 238 fine flowers per lineal foot row, as against 73 for the unsterilized, and all were second-grade. There were no tiles under the unsterilized row, but lack of drainage could hardly have influenced it, as it was but two feet from the tile of the other row. The house is but two years old. We believe the soil was somewhat infected with root rot, but we do not believe that the difference in growth was entirely due to this. We believe that steam sterilizing beneficially affects the physical condition of the soil, besides liberating plant food. We have never had quite such contrasting results in sterilizing; in fact, sometimes no results. We might add that eleven beds in this house were sterilized, all were given some well decayed manure; beyond that, all were treated differently. One received an extra heavy application of rotted manure, another was heavily supplied with partly rotted straw, the others with various concentrated commercial fertilizers. The rotted straw, well rotted manure, and acid phosphate treated beds made the best showing. To insure equal comparison, all beds were planted with the one variety, Ball Rose. Your soil might have shown different results, but ours was clearly benefited with a full barrow of manure for every thirty square feet of bed. Our method of steam sterilizing is detailed in a bulletin we issue,



This Photograph Shows the Effect of Steam Sterilizing Soil.  
Taken at Ball Gardens, West Chicago, Ill.

## “Miscellaneous Cut Flower Crops”

We will gladly mail you a copy as part of our Complimentary Service.



This is a view of our newly built West Chicago Plant. These modern houses are largely used for Sweet Peas, with Asters under glass as an important summer crop. With this plant are our offices and seed business, as well as a 30-acre Nursery devoted to perennials for cut flowers. West Chicago is 10 miles west of Glen Ellyn. Both towns are located on the Chicago, Aurora & Elgin electric railroad and the Chicago & North Western railway; they are also easily reached by motor.



View of our Glen Ellyn Greenhouse Plant. This was begun in 1908 with one house, and from the start this place has been devoted to Sweet Peas and Calendulas, all the varieties we are responsible for having originated here. At present it is used for the miscellaneous crops. Glen Ellyn is located 25 miles west of Chicago.

#### SPECIALIZING IN

Winter and Summer Peas	American Asters
Ball Calendula	Dahlia-Flowered Zinnias
Double Stocks	Annual Larkspur
Florists' Snapdragons	Pansies—Florists' Strains
Ball Mignonette	Perennial Specialties

**GEO. J. BALL, West Chicago, Ill.**